WKCR AM-FM
208 Ferris Booth Hall
Columbia University
New York 27, N.Y.

MO 6-3182

UN 5-4000, Ext. 808

TO COLLEGIATE BROADCASTERS:

First of all, may I take this opportunity to welcome you to Columbia University in the City of New York. I hope that your two-day visit to New York for the ETES Collegiate Broadcasters' Conference will be a pleasant one; every one of the 125 student members of WKCR would certainly like to everything in his power to help make it so. Therefore, if there should be any way in which we can be of assistance, please don't hesitate to ask one of our representatives at the Kings Crown Hotel this evening or to call us at one of the above numbers.

Attached are a map ofthe Columbia campus (with location of the Kings Crown Hotel and WKCR circled) and a copy of the WKCR program guide. We hope that you'll drop in to visit our seven studios and three control rooms sometime during the next two days. We'll be on the air from 8 to 10 AM and from 5PM to 12 M. At other times, recording, rehearsals of dramatic programs, and training sessions will be going on. We'll all be looking forward to meeting you.

With best wishes,

Bruce E. Goldman
President

28 March 1962

P.S. Here are subway directions to the Park Sheraton Hotel:
Take the IRT 7th Ave. Local at 116th St. to 59th St. (Columbus Circle). The Hotel is 4 blocks south on 7th Avenue (at 55th Street).

I Structure + operation

Non-profit corporation
not subsidized in any way by U. – never solicited Alumni
↳ Most flexib bank accnt. in N. H. Have donated – TV in early 50's
Largest Org. on Campus
Exec Committee – PR, Tele, Prog, VC, Secretary, Bus, Chair – Not paid
General Board
Hierarchy – assistants – DEMOCRATIC
Set up – 3 stations – many times diff on all 3. (Hist of Music, Sports)
Supervisors – Heeling

II Programming

Hard to label – minute you do it trouble
Balance – FM – 2-2 AM/–2, 7-9 AM.
→ everybody's interests differ
Only Canned are Your Senator Reports, The Week at U.K.
Ambitions – pool talents – interest members in production + selling own shows
Forums
Insight – Voice of America
Last Minute
analysis –
P.U. Forum
Yale Record Hour – Tomb (135)
Editorials
Pressbox
Heritage
Opinion
NBC Monitors

CM – Classics By Request (imitation is highest form of flattery) WSVR
New Century
Beginnings of Music
U.S. Steel

Specials – Conser Rally – Presidential
Forums
B. M. Stereo (also Yale Digest)

IV What trying to do (philosophy)

Academ pressures driving out much interest in extra-curr
Time. Policy that once elected – do what want.
Feel we have facility to provide an outlet – productive, creative, social, fruitful, personal, gratifying outlet
Not profess – never will be but standards must be high – oblig. for membership
By exploiting talents + "latent ability" of students become better.
They become more interested because nothing as gratifying as doing well. Station benefits because they have done well.

to sponsor ourselves, sponsor Univ Students, & for well. ASO Comm.